

Future of Sustainable Business: Trends, Challenges and Opportunities

Editors

**Dr.S.Selvanathan
A.N.Bhuvaneshwari**

Published by

Jai Shivaasni Publications

Virudhunagar

Tamil Nadu

Title of the Book	Future of Sustainable Business: Trends, Challenges and Opportunities
Editors	Dr.S.Selvanathan A.N.Bhuvanewari
First Impression	July 2025
Pages	193
ISBN	978-93-343-3315-2
Amount	Rs. 650/-
Printed at	Jai Shivaasni Publications Virudhunagar Tamil Nadu Phone: 9843439197
E-Mail	bookchapterpublication2025@gmail.com

Publisher:

Jai Shivaasni Publications, Virudhunagar

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, transmitted or utilized in any form or by any means, electronic, mechanical, photocopy, recording or otherwise without the prior permission of the copyright owner. Application permission should be addressed to the publisher.

Disclaimer

The authors are solely responsible for the contents of the papers edited in this book. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

List of Contents

Track 1: Marketing

S.No.	Paper ID	Title & Author Name	P.No.
1	Chapter 1	Embracing Green Management: The Future of Sustainable Business Practices - <i>S.Revathi</i>	1-5
2	Chapter 2	A Study on Attitude towards Tamilnadu Zero Ticket Bus Travel Scheme among Working Women in Coimbatore - <i>Dr.M.Sathanapriya, S.Muruganantham & Dr.S. Renugadevi</i>	6-12
3	Chapter 3	A Study on Attitude and Awareness towards Pradan Mantri Ayushman Bharath Health Infrastructure Mission (PM-ABHIM) in Coimbatore City - <i>Dr. S. Renugadevi & Dr. Rajani Sunny T</i>	13-17
4	Chapter 4	A Study on Consumer Buying Opinion of Cosmetic Product in Kanyakumari District - <i>H.P.Dhanushree, Dr.S.Lakshmanan & Dr.V.Leela</i>	18-26
5	Chapter 5	Smart Technologies and Agile Management: A New Business Paradigm - <i>Dr.S.Mahendran & K.Malathi</i>	27-29
6	Chapter 6	Beyond Taste and Flavour: The Influence of Infrastructure on Customer Attraction - <i>Dr. Vanitha.P & Dr.Mohana Priya.M</i>	30-35
7	Chapter 7	Examining How Organic Food Systems Contribute to Achieving the SDGs: A Review - <i>Dr. Mohana Priya .M & Dr. Vanitha P</i>	36-40

8	Chapter 8	Impact of Organic Food Consumption: Exploring Involvement and Purchase Intentions among College Students in Chennai - <i>Dr. Thilagaraj A, Jacob Davis K & Janani V</i>	41-48
Track 2: Entrepreneurship			
9	Chapter 9	An Analysis of the Growth of Online Small Enterprises Led by Indian Women Entrepreneurs - <i>Dr. Vanitha. P & Dr. Mohana Priya.M</i>	49-54
Track 3: Finance			
10	Chapter 10	India's Foreign Direct Investment Surge: Geopolitical Shifts, Policy Reforms, and the Path to Global Manufacturing Leadership - <i>M.Gowthami</i>	55-64
11	Chapter 11	The Impact of Financial Innovation on Financial Inclusion and Efficiency: An Empirical Study- <i>Dr.G.Karthiyayini</i>	65-69
12	Chapter 12	One Nation, One Tax: A Review of GST Implementation in India - <i>Dr. P. Poornima</i>	70-72
13	Chapter 13	The Silent Revolution: Redefining Financial Literacy and Ethical Decision-Making in the Age of AI-driven Business - <i>Nagarathinam.A</i>	73-76
14	Chapter 14	Emergence of New Dimensions of Digital Payments - <i>R.Kavitha & Aiswarya.S</i>	77-84
15	Chapter 15	Overview of Green Finance - <i>A.Jenita Roseline & Dr.A.Fathima</i>	85-90

16	Chapter 16	The Role of Financial Inclusion in Promoting Long Term Economic Expansion - <i>Dr. Mohana Priya.M & Dr. Vanitha P</i>	91-93
17	Chapter 17	A Study on Algorithmic Bias in AI-Based Credit Scoring Systems: Ethical Dilemmas and Regulatory Responses in the Fintech Sector - <i>Dr.J.Jasmine Bhastina & Dr.M.Ishwarya</i>	94-100
Track 4: Human Resource Management			
18	Chapter 18	The Role of Emotional Intelligence in Enhancing Employee Wellbeing: A Study on Workplace Mental Health and Productivity - <i>Neethu Mathew</i>	101-107
19	Chapter 19	New Developments and Complications in Business Management and Innovation through Work Life Integration - <i>Dr.G. Purushothaman</i>	108-113
20	Chapter 20	Classroom Behavior of Higher Secondary School Students - A Study among School Teachers in Coimbatore City - <i>Dr. P. Kalaiselvi, K. Ponnnumani & Dr. S. Renugadevi</i>	114-121
21	Chapter 21	Socio-Economic Conditions of Agricultural Labours: A Micro Level Study of Selected Villages in Coimbatore District - <i>Dr. S. Renugadevi & Dr. P. Kalaiselvi</i>	122-126
Track 5: Digital Business Techniques			
22	Chapter 22	The Fusion of Big Data and E-Commerce: Driving Strategic Management and Consumer Personalization - <i>Dr. R. Radjavalley</i>	127-133

CHAPTER 7

EXAMINING HOW ORGANIC FOOD SYSTEMS CONTRIBUTE TO ACHIEVING THE SDGs: A REVIEW

Dr. Mohana Priya .M

Assistant Professor and Research Supervisor, Department of Commerce
Vels Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu

Dr. Vanitha P

Assistant Professor and Research Supervisor, Department of Commerce
Vels Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu

Abstract

The global challenges of climate change and global warming have led the United Nations to introduce 17 Sustainable Development Goals (SDGs), aimed to be achieved by 2030 through global cooperation. Traditional food systems have severely depleted natural resources, harming both the environment and human health. In contrast, organic food systems offer a sustainable alternative by relying on natural production methods and avoiding synthetic chemicals. This study investigates how organic food systems contribute to achieving the SDGs. Findings reveal that organic practices positively influence environmental sustainability, health, society, and the economy. Specifically, they support SDGs 1, 2, 3, 12, 13, 14, and 15 by reducing poverty and hunger, promoting well-being, encouraging sustainable production, addressing climate issues, and protecting ecosystems on land and in water.

Keywords: Sustainable development goals; Organic farming; Climate action; Sustainability; Well-being.

Introduction

Environmental degradation, food shortages, and climate change are pressing global concerns. Traditional agriculture, which often relies on synthetic inputs like chemical pesticides and fertilizers, contributes to these issues, harming biodiversity, soil health, and public well-being. The accomplishment of the 17 Sustainable Development Goals (SDGs) set forth by the UN is directly hampered by these issues, especially those that deal with reducing poverty, addressing hunger, improving health, combating climate change, and protecting ecosystems. The organic food system has come to light as a viable solution to these problems. With an emphasis on natural processes rather than synthetic inputs, organic agriculture prioritizes ecologically friendly methods to help rural livelihoods, enhance public health, and maintain ecological equilibrium. This study is important because it looks at how organic food systems might help achieve the SDGs by providing socially and economically inclusive and feasible solutions. Organic food systems can address several interrelated global issues, such as poverty and food security, climate resilience, and biodiversity protection, by promoting sustainable agricultural methods. The worsening environmental conditions and increasing health issues globally have prompted a reevaluation of resource use, food production, and consumption. To address climate change and achieve sustainable development, the United Nations established the 2030 Agenda, comprising 17 Sustainable Development Goals (SDGs). These goals cover various aspects of human development and planetary sustainability, serving as a roadmap for global prosperity and peace. The SDGs call for international cooperation and action from all countries. In achieving sustainability in food consumption and environment the organic food products play a vital role. Organic food products are produced without any chemical or artificial synthesis; they are produced only with naturally grown fertilisers and manures. Organic farming prohibits the use of any chemical pesticides, fertilisers, herbicides, etc. The agricultural ecosystem becomes pliable through organic farming. It helps to face the destructive effect of climate

change very effectively and develop environmentally friendly agricultural tools and techniques that avoid soil erosion and are resistant to changes in temperature and drought. The Organic products' production methods and techniques are the first and foremost rationale for the sustainable consumption of organic food products which makes a balanced approach with the environment and the ecosystems that exist locally (Seyfang, 2007).

This is a crucial field of study due to the rising demand for organic products worldwide and the growing awareness of their potential to promote sustainable development. This study aims to close knowledge gaps about how organic food systems support particular Sustainable Development Goals (SDGs), with an emphasis on the effects these systems have on economic growth, public health, and environmental sustainability.

Objective of the Study

The researchers seek to investigate how organic food systems contribute to achieving the United Nations' Sustainable Development Goals (SDGs).

Organic Food Products and People's Health

Organic food offers several health benefits due to lower levels of toxic chemical residues. Studies show organic produce, such as fruits and vegetables, contains fewer pesticides and more vital nutrients, potentially reducing the risk of chronic diseases. Huber et al. (2011) went into further detail by demonstrating that eating organic food has potential health benefits in addition to its nutritional value. The higher content of antioxidants found in organic plant-based foods has been associated with a decreased risk of cardiovascular disease and cancer. Additionally, the heart-healthy omega-3 fatty acids found in organic dairy products, including milk, are frequently higher in these goods.

The increasing amount of data supporting the association between eating organic food and better public health is consistent with SDG 3 (Good Health and Well-Being). According to a more recent study by Lairon et al. (2024), eating organic food is associated with improved overall health outcomes, with fewer incidences of pesticide-related illnesses and disorders being linked to lower levels of pesticide exposure. Given that vulnerable groups are more susceptible to the harmful consequences of chemical exposure, such as children and pregnant women, these findings are especially important.

Economic Impact of Organic Food System

In addition to promoting health and environmental objectives, organic farming has significant economic benefits, especially for smallholder farmers and rural communities. Numerous studies have demonstrated that, especially when price premiums are offered, organic farms frequently yield higher economic returns than conventional farms. Lobley et al. (2009) discovered that organic farms in England used more labour, which aided in the growth of rural areas and the creation of jobs. This is in line with SDG 1 (No Poverty) since organic farming gives small-scale farmers a chance to make more money.

However, there is no assurance that organic farming will be financially successful. Although organic farms in the US may make more money overall, Uematsu & Mishra (2012) warn that these profits may be negated by the expenses of organic inputs and certification. Widespread adoption may be hampered by the labour-intensive nature and greater initial cost of organic systems, especially in low-income nations.

Regional factors also affect organic farming's economic viability. According to Patil et al. (2014), organic farming was more profitable than conventional farming in some parts of India because of lower input costs; but, in other locations, questions regarding long-term sustainability were raised by nutrient imbalances in the soil. This implies that while organic farming can support SDG 2 (Zero Hunger) by boosting food security and resilience, cautious management is required to guarantee the long-term economic viability of organic systems.

Social Dimensions of Organic Food System

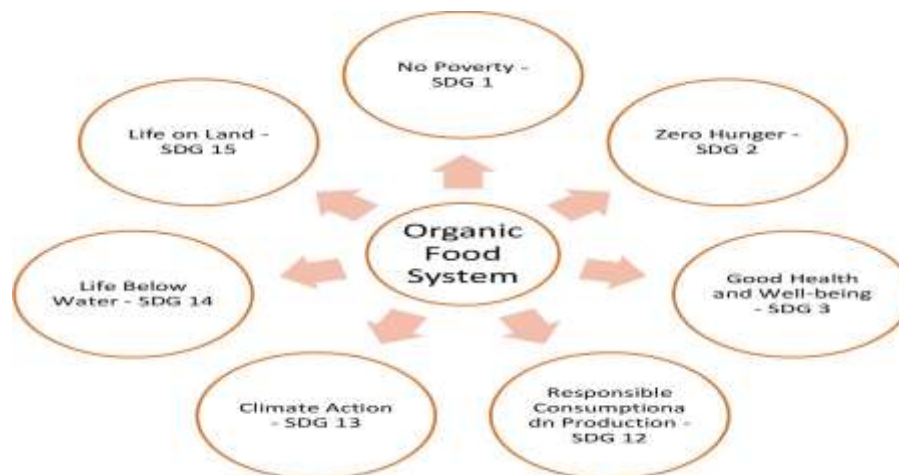
Organic farming has notable social benefits, particularly in underprivileged areas. By emphasizing local production, fair trade, and community involvement, organic food projects can promote social inclusion and equitable access to nutritious food, supporting more just food systems. According to Macias (2008), organic food systems have the potential to enhance social cohesion in local communities by uniting disparate groups around shared values about health and sustainability. But the advantages of organic farming are not always shared equally; wealthy customers are more likely to be able to purchase organic goods. By ensuring that everyone has access to wholesome, sustainably produced food, organic food systems help achieve SDG 10 (Reduced Inequalities). Reducing these discrepancies is crucial. A French study shows that consumers perceive organic food products to have social value because they carry social identity, class, or status. This information is beneficial for marketing tactics as it indicates that advertising campaigns should highlight the social value of organic products in addition to their health and environmental advantages. The researchers also found that just labelling a product as organic might not be adequate, the seller's behaviour as a whole, including communication and environmental standards, is also important in communicating sustainability to customers. To better understand the social value of organic food products, particularly among non-consumers and those who shop at bargain stores, the study suggests conducting additional research, including observational and quantitative studies (Costa et al., 2014). The organic food system has a significant positive impact on the consumers' health alongside protecting the environment and ecological system. Organic farming helps to empower underprivileged farmers and economically to eradicate poverty. These eventually help to achieve different United Nations Sustainable Development Goals.

United Nation's Sustainable Development Goals (SDGS)

The Sustainable Development Goals took the role of the Millennium Development Goals during the UN Sustainable Development Summit in September 2015 in New York. The Sustainable Development Goals (SDGs) are a group of 17 objectives and 169 targets that governments, corporations, and society at large must accomplish by 2030 (van den Broek & Klingler-Vidra, 2022). To solve the biggest global sustainability challenges, the SDGs provide a popular platform for civil society government representatives and organisations to work individually or in partnership, to have a positive effect and to be more accountable to stakeholders and businesses should use the SDGs as a crucial tool for integrating sustainability into their policies, plans, and practices (Mori Junior et al., 2019). A more promising and sustainable future that benefits everyone can be achieved with the help of the Sustainable Development Goals. They deal with global concerns like the environment, climate change, poverty, inequality, justice, and peace. Because the 17 Goals are interrelated, achieving them all by 2030 is essential if we are to leave no one behind.

Role Of Organic Food System In Achieving Sustainable Development Goals (SDGS)

The organic agriculture system uses the natural method of production with lesser or no amount of chemical and artificial synthesis to keep the environment and ecosystem sustainable. Organic food consumption helps to improve the health of the consumers by preventing the chemicals in the food. Organic crops have higher levels of antioxidant activity and varied specific antioxidant concentrations, ranging from 18 to 69% higher which result in increased intakes of antioxidants and polyphenolics has been connected implies a lower chance of developing specific chronic illnesses such as disorders of the heart and nervous system, as well as specific cancers (Barański et al., 2014). Organic food consumption helps in achieving various Sustainable Development Goals in many ways.



Role of organic food system in achieving different sustainable goals.

Source: Self Developed

Discussion and Conclusion

The organic food system plays a vital role in achieving the UN's Sustainable Development Goals (SDGs) by promoting ecological, economic, and social sustainability. It supports environmental protection, public health, and community well-being through natural production methods, soil health, biodiversity, and climate change mitigation. Organic farming also fosters responsible consumption, reduces environmental impact, and strengthens rural communities economically and socially. Through encouraging economic stability, enhancing health, and advancing environmental sustainability, the organic food system presents a viable strategy for fulfilling several Sustainable Development Goals (SDGs) of the United Nations. Through resilient agricultural methods that improve global food security and zero hunger (SDG 2) and increase farmers' income, especially in rural regions, it plays a vital role in eradicating poverty (SDG 1). By lowering exposure to dangerous chemicals and enhancing dietary quality, it also helps to achieve SDG (Good Health and Well-being). Because organic farming minimises negative effects on the environment and protects the ecosystems, it is aligned with Responsible consumption and Production (SDG 12). Organic farming helps achieve two goals: preserving life on land and below the water (SDGs 14 and 15) and combating climate change (SDG 13) through carbon sequestration.

References

- Apaolaza, V., Hartmann, P., D'Souza, C. and López, C.M., 2018. Eat organic – Feel good? The relationship between organic food consumption, health concern and subjective wellbeing. *Food Quality and Preference*, **63**: 51-62. <https://doi.org/10.1016/j.foodqual.2017.07.011>
- Barański, M., Średnicka-Tober, D., Volakakis, N., Seal, C., Sanderson, R., Stewart, G. B., Benbrook, C., Biavati, B., Markellou, E., Giotis, C., Gromadzka-Ostrowska, J., Rembiałkowska, E., Skwarło-Sońta, K., Tahvonon, R., Janovská, D., Niggli, U., Nicot, P., and Leifert, C., 2014. Higher antioxidant and lower cadmium concentrations and lower incidence of pesticide residues in organically grown crops: A systematic literature review and meta-analyses. *British Journal of Nutrition*, **112(5)**: 794-811. <https://doi.org/10.1017/S0007114514001366>
- Lal, R., 2007. Carbon management in agricultural soils. *Mitigation and Adaptation Strategies for Global Change*, **12(2)**: 303-322. <https://doi.org/10.1007/s11027-006-9036-7>
- Lobley, M., Butler, A. and Reed, M., 2009. The contribution of organic farming to rural development: An exploration of the socio-economic linkages of organic and non-organic farms in England. *Land Use Policy*, **26(3)**: 723-735.

<https://doi.org/10.1016/j.landusepol.2008.09.007>

UN, 2024. THE 17 GOALS | Sustainable Development. <https://sdgs.un.org/goals>

Winter, C.K. and Davis, S.F., 2006. Organic foods. *Journal of Food Science*, **71(9)**: R117-R124. <https://doi.org/10.1111/j.1750-3841.2006.00196.x>